



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



What do you think?

Why is this so hard?

where should i start?

I want something reliable

I want something awesome

May be this isn't the best

Makes small decision

more research

colour psychology

fear

inadequate

anxious



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?